GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:3255
ANSWERED ON:05.08.2002
PROMOTION OF KHADI
SULTAN SALAHUDDIN OWAISI

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) whether the Government are aware that Khadi has a less impact in the international market;

(b) if so, whether the Government propose to launch an extensive campaign to project Khadi as an project in the international market;

(c) if so, the details thereof;

(d) the steps taken or being taken by the Government for promoting Khadi;

(e) the number of shops/information centres established at airports and tourist places to promote Khadi; and

(f) the total expenditure incurred or likely to be incurred by the Government for Promotion of Khadi?

Answer

THE MINISTER OF AGRO AND RURAL INDUSTRIES (SHRI KARIYA MUNDA)

(a): Yes, Sir.

(b) & (c): Various promotional measures to improve the export of Khadi products are :-

(i) Launching of Khadi Brand for selected eco-friendly villageindustries products which help to boost the image of Khadi among the foreign buyers.

(ii) As per the Exim Policy (2002-2007), Rs. 5.00 crore havebeen earmarked for export promotion of cottage industries products of KVIC. This includes Khadi products also. The scheme is now under preparation and will be operationalised shortly.

(d): A package was announced by the Government on 14.05.2001, to boost the KVI sector, which is under different phases of implementation. The package consists of Rebate Policy for fiveyears, option of Rebate and Market Development Assistance (MDA), Insurance cover to Khadi artisans, emphasis on improvement ofKhadi products, creation of packaging and design facilities, measures to promote marketing, brand building, cluster development etc.

(e): The KVIC proposed to set up display-cum-sales outlets innational and international airports in the country like Delhi, Mumbai, Chennai and Kolkata. Space has been received in Mumbai andKolkata airports and establishment of outlets is in process. Further, it is also proposed to set up hoardings/ translides/ glowsigns etc. in various places like important cities and major railway stations etc. to attract the attention of domestic as well as foreign tourists. Besides, most of the existing sales outlets of KVIC are also attracting domestic and foreign tourists.

(f): KVIC has a budget of Rs. 392 crores for the current financial year for the promotion of Khadi and Village Industries.